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ABSTRACT

The Kentucky Council on Postsecondary Education reports on its activities and achievements in 2001. The Council describes some of its activities, including: developing funding recommendations for Kentucky's college and universities for the 2002-2004 biennium; (2) continuing the startup of the Kentucky Virtual University, a consortium online university; (3) supporting the Kentucky Virtual Library; (4) promoting adult education programs; (5) developing educational policy for the new economy; (6) conducting the "Bucks for Brains" Endowment Match Program to match public dollars and private donations to encourage research at the university level; (7) promoting engineering education; (8) policy leadership; (9) enhancing academic program productivity; (10) developing new academic programs; (11) strengthening the community college and technical education system; (12) supporting the P-16 council for integrated education; (13) enhancing teacher education; (14) administering the Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) grant; (15) promoting equal educational opportunities; and (16) examining reform efforts in light of five key questions about educational improvement. Findings indicate that reform is working. Enrollment is up at Kentucky's public institutions of higher education, as is adult education enrollment, and enrollment in the Virtual University and use of the Virtual Library are increasing steadily. (SLD)

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2001 Status Report To the Governor and the General Assembly

The Kentucky Council on Postsecondary Education

2002

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2001 Status Report

To the Governor and the General Assembly

The Kentucky Council on Postsecondary Education

Reform is working. Here are the results so far:

- Enrollment in Kentucky's public colleges and universities is up by over 19,000 since 1998.
- For the first time, over 200,000 students are enrolled in public and independent postsecondary education in Kentucky.
- Enrollment in the Kentucky Virtual University has increased from 228 students in nine programs in fall 1999 to over 5,500 in 25 programs in fall 2001.
- The Kentucky Virtual Library is providing access to citizens statewide, at an average rate of 600,000 searches per month (that's 800 per hour, every day of the week). If purchased by each public university, the electronic databases KYVL bought for $2 million would cost a total of $34 million.
- Adult education enrollments have increased from 51,000 in 1999-2000 to 63,000 in 2000-01. Of 120 counties, 85 have qualified for performance bonuses based upon enrollments and student achievement.
- The number of GED test-takers increased by 14.7 percent from June 2000 to June 2001. This increase was third largest among the states and set a record for test-taking in Kentucky. We are on track to establish a new record in 2001-02.
- Using "Bucks for Brains," the University of Kentucky and the University of Louisville have increased the number of endowed chairs from 47 to 137, and the number of endowed professorships from 55 to 175.
- Externally-funded research done by the University of Kentucky and the University of Louisville has increased from $122 million to $173 million since 1997, an increase of $51 million, or 41 percent.
- Since 1998, the public universities have started 61 programs and have closed 157.

The council is using five questions to measure the success of the reform:

1. Are more Kentuckians ready for postsecondary education?
2. Are more students enrolling?
3. Are more students advancing through the system?
4. Are we preparing Kentuckians for life and work?
5. Are Kentucky's communities and economy benefiting?

Kentucky's colleges and universities will continue to enroll more students and help them graduate, provide greater access to postsecondary education for underserved counties and populations, and help create the infrastructure Kentucky needs to compete successfully in a new economy driven by rapid technological change and knowledge-intensive activity.

RESEARCH

Kentucky's colleges and universities are a means to an end: improving the lives of Kentuckians and their communities.

Funding for Public Postsecondary Education

On November 5, 2001, the council approved its budget recommendations for Kentucky's colleges and universities for the 2002-04 biennium. The recommendations were sent to Governor Patton for consideration as the governor's budget is prepared for presentation to the General Assembly in January 2002.

These budget recommendations were developed after extensive discussions with the leadership of each of Kentucky's colleges and universities. They abide by "points of consensus" agreed to by the institution presidents, reviewed by the Strategic Committee on Postsecondary Education (SCOPE), and endorsed by the council.

Because of the tight state budget, the council created focused but ambitious operating budget recommendations around five priorities that are essential to the continued success of the reform:

- Continue to pay for the increases in student enrollment and retention from 1998 to 2001 – over 19,000 more students are enrolled in Kentucky's colleges and universities today than just three years ago.
- Pay for student enrollment growth and retention increases that are expected to occur in fall 2002.
- Fund a third round of "Bucks for Brains" with $100 million for the University of Louisville and the University of Kentucky, and $20 million for the comprehensive universities. The previous two rounds, matched dollar-for-dollar with private giving, will by the end of the current fiscal year provide a total increase in university endowments of $460 million.
- Support two equal educational opportunity programs – the Southern Regional Education Board's Faculty Diversity Program and the Governor's Minority Student College Preparation Program.
- Maintain full support for need-based student financial aid. This is critical to ensuring access to postsecondary education for all Kentuckians, especially as economic growth slows in Kentucky and across the United States.

In addition, the council adopted a very focused capital budget recommendation limited to the following state-supported items:

- $30 million in state bonds for capital renewal and maintenance projects at the colleges and universities.
- Approximately $5.9 million in state bonds to complete the renovation of Hathaway Hall at Kentucky State University to fulfill the state's commitment to the U.S. Department of Education's Office for Civil Rights. Hathaway Hall is the largest office/classroom building at KSU. The project will completely renovate the facility, upgrading all instruction, office, and support program space.

In addition to these recommendations, the council endorsed a number of capital projects and urged that they be included in the state's budget if funds are available. These include construction of new research space at the University of Kentucky and the University of Louisville, four new construction projects in the Kentucky Community and Technical College System (KCTCS), and major renovations at the five other comprehensive institutions and KCTCS. If funds are not available, the council recommended that the endorsed projects be part of the 2002-04 general fund surplus expenditure plan.

Kentucky Virtual University

Continuing the most successful startup of a consortium online university, Kentucky Virtual University more than doubled enrollment in the past year from 2,374 students in fall 2000 to over 5,500 students in fall 2001. More than half of these students are older than traditional college-going age; nearly two-thirds are women. Students represent all 120 Kentucky counties, 19 states, and 10 foreign countries. Driving this growth has been the rapid increase in the number of fully-online accredited programs offered primarily by Kentucky colleges and universities. There are over 50 credit and non-credit programs, including associate, bachelor, and master degrees as well as certificate and professional development offerings.

KYVU also expanded student services to include 24-hour online tutoring in a variety of subjects, an online writing lab and evening and Sunday call center hours. In partnership with the Department for Adult Education and Literacy, KYVU launched a new website: www.kyvae.org. Adult students can receive training and services, while instructors can log on to professional development opportunities and resources. In another partnership, the Education Professional Standards Board and KYVU will launch a website in January 2002 that is dedicated to providing Kentucky educators with anytime, anywhere access to instructional materials and assessments of their skills and knowledge. KYVU is also teaming with the Governmental Services Center to develop online training to state employees.

Kentucky Virtual Library

During peak periods, the Kentucky Virtual Library serves over 600,000 searches a month on licensed electronic databases. Other KYVL resources are heavily used as well: the information skills tutorial (average of 21,848 hits per month), the website (average of 72,395 requests for pages per month), Kentucky libraries' online catalogs (average of 55,425 searches per month), statewide courier service (average of 6,278 books delivered per month), and reference desk (average of 122 research questions answered per month). KYVL is also working to make Kentucky's historic documents available on-line.

KYVL has become an indispensable tool to level the playing field for information access. The goal is to meet Kentuckians' information needs from cradle to grave. KYVL was awarded the Outstanding Library Program in the Southeast in May 2001 by the Southeastern Library Network (SOLINET) and was featured as a national model for virtual libraries in the October 2001 issue of the "Library Technology Report" published by the American Library Association.

Adult Education

The 2000 General Assembly approved legislation (Senate Bill 1) to improve and expand education for the nearly 1 million Kentuckians – 40 percent of the working-age population – who do not have the basic skills necessary for economic success. Under the legislation, the council works closely with the Cabinet for Workforce Development and its Department for Adult Education and Literacy. Cheryl King, department commissioner, is an associate vice president at the council.

In 2000, adult education programs enrolled 51,000 Kentuckians. Today, there are more than 63,000 enrolled. Enrollments are expected to reach 75,000 in 2002 and 100,000 in 2003. GED test-taking is up by 14.7 percent between June 2000 and June 2001. Kentuckians who earn a GED make up almost one quarter of high school completers each year, but they make up only about seven percent of the students in postsecondary education. The colleges and universities are committed to enrolling more of these students.

Success of the effort to provide more and better adult education is being gauged by answering these questions:

1. Are more Kentuckians participating in adult education programs?
2. Are these adult learners meeting education goals?
3. Are more adult learners advancing on to postsecondary education?
4. Are more adult learners being prepared for the continually changing workplace?
5. Are Kentucky's communities and economy benefiting?

The New Economy

The Kentucky Innovation Act (House Bill 572), approved by the 2000 General Assembly, created the Kentucky Innovation Commission and the Office for the New Economy to provide policy leadership for Kentucky's effort to compete successfully in the new economy. The Council on Postsecondary Education, the Cabinet for Economic Development, and the Kentucky Science and Technology Corporation also are key players.

In order to compete successfully in the new economy, Kentucky needs more effective partnerships between postsecondary institutions and small and medium-sized business firms. Kentucky's scientists and entrepreneurs need help converting ("commercializing") the results of basic research into marketable products. The Innovation Act addresses these needs and puts universities and colleges at the center of the state's efforts.

The Act gives the council policy leadership for four programs:

- Research and Development Voucher Program – Small and medium-size Kentucky-based companies can apply for vouchers redeemable at Kentucky universities to fund research and development on technologies with commercial potential.
- Commercialization Program – This program provides initial funding for technologies with commercial potential developed in Kentucky's universities and helps create businesses based on university research and development.
- Regional Technology Corporations – These nonprofit corporations will support clusters of knowledge-based businesses, primarily in rural areas of Kentucky. The Office for the New Economy may propose legislation in 2002 to transform these corporations to satellite centers at the newly created Innovation and Commercialization Centers. Support will include strategic and financial planning, information exchange, recruitment of new suppliers and vendors to the cluster, and assistance with creating new curricula and other educational offerings to train the workforce within the cluster.
- Rural Innovation Program – This program funds research, development, and entrepreneurial projects proposed by rural Kentucky-based small companies in partnership with Kentucky postsecondary institutions, the Small Business Development Center Network in Kentucky, and other research and development organizations.

The council was the statewide coordinator for the Kentucky trade delegation to the Biotechnology Industry Organization's 2001 conference in San Diego in June (the largest such event in the life sciences industry). The council worked closely with the University of Kentucky, the University of Louisville, Western Kentucky University, the Governor's Office for Agricultural Policy, the Office for the New Economy, Greater Louisville Inc., Lexington United, and the Kentucky Life Sciences Organization. Governor Patton led a trade mission that included UK Board Chair Billy Joe Miles, UK President Lee Todd, UofL President John Shumaker, Council President Gordon Davies, Governor's Chief of Staff Andrew "Skipper" Martin, State Budget Director Jim Ramsey, Commissioner for the New Economy Bill Brundage, and John-Mark Hack, director of the Governor's Office of Agricultural Policy. The governor's group met with leading entrepreneurs, senior managers, scientists, and venture capitalists in the life science sector. Deans and faculty from UK, UofL, and WKU attended to promote Kentucky's life science research and industry to the world market. Plans are already being made to expand Kentucky's presence at BIO 2002.

Another indication of Kentucky's seriousness about being a successful player in the new economy is the Intel International Science and Engineering Fair's (Intel ISEF) return to Kentucky May 12-18, 2002. In its 53rd year, this annual high school student math, science, and engineering competition attracts 1,200 national and international student finalists competing for over $2 million in prizes and scholarships. The council is working with the Governor's Office, the Kentucky Department of Education, the Kentucky Economic Development Cabinet, and the Kentucky Innovations Commission on this event, with the universities offering scholarships in the 14 academic areas of competition, furnishing judges, and providing staff and students to serve as interpreters, technical support, and special event coordinators.

Kentucky's efforts at linking postsecondary education and economic development have drawn national attention, demonstrated most recently by the National Governors Association (NGA) Learning Laboratory, held in Louisville December 3, 2001. The council worked with the Governor's Office and the NGA to host people from across the country who came to learn about Kentucky's postsecondary education reform and its linkage to statewide economic development strategies. The participants were from gubernatorial and legislative staffs, statewide higher education organizations, state science and technology/new economy entities, and state economic development agencies.

Endowment Match Program

The "Bucks for Brains" Endowment Match Program matches public dollars and private donations to encourage research at the University of Kentucky and the University of Louisville and to strengthen key programs at the comprehensive universities.

The total amount appropriated since 1998 is $230 million ($200 million to the two research universities and $30 million to the comprehensives). This means that the state will match, dollar for dollar, $230 million raised by the universities. Thus, $460 million will be added to their endowments by the end of the 2001-02 fiscal year.

For the two research universities, at least 60 percent of the funds appropriated must be used to support the academic disciplines of engineering, technology, computer science, health sciences, life sciences, mathematics, or physical sciences - all vital to the new economy.

Engineering Education

Compared to other states, Kentucky is at or near the bottom in the number of engineers and engineering graduates. These professionals are crucial to the state's ability to compete in the new economy. In 2000, the council developed a statewide strategy to educate more engineers. Secondary schools, the Kentucky Community and Technical College System, the comprehensive universities, the research universities, the independent colleges and universities, and the Kentucky Virtual University are all partners. Undergraduate engineering education will expand primarily through the creation of joint programs. Programs began fall 2001 in:

- Mechanical engineering – Western Kentucky University and the University of Kentucky.
- Civil engineering – WKU and UK.
- Electrical engineering – WKU and the University of Louisville.
- Electrical and telecommunications engineering – Murray State University and UofL.

Policy Leadership

As part of its role as a catalyst and partner for change and improvement, the council worked with the postsecondary institutions and others on a variety of conferences around the Commonwealth during 2001.

In September 2001 the council hosted the annual Governor's Conference on Postsecondary Education Trusteeship. This conference brought together the members of the governing boards of Kentucky's colleges and universities, institutional presidents and staffs, and members of the council. The participants focused their attention on the challenges Kentucky's institutions face as they seek to continue to implement postsecondary reform:

- Creating new sources of revenue.
- Enrolling, retaining, and graduating more students.
- Ensuring access and opportunity for all Kentuckians.
- Easing the transition from high school to college.
- Ensuring the quality of their academic programs.

The council was active in the Governor's Conference on Latin America in January 2001, designed to explore new economic and cultural opportunities for Kentucky in Mexico, Central and South America. In 2001, the council also helped organize statewide meetings on public health, teacher education, faculty development, developmental education, and retention.

Academic Program Productivity

During the last 18 months, the council directed the universities to review academic programs that produce few graduates. As a result of this process, the universities plan to close 143 programs (about 12 percent of the programs offered at the university level) and significantly change 161 others. The council encouraged institutions to close or combine programs, perhaps with those at other institutions. The institutions were also asked to look for other ways to strengthen their programs and make them more appealing to students, and their graduates more attractive to employers.

New Academic Programs

In 2001, the universities started 13 programs, most of them in fields important to Kentucky's ability to compete in the new economy (Computer and Information Sciences, Management Information Systems, and Applied and Industrial Mathematics) and the health of its citizens (Nursing and Medical Technology). Scores of new Kentucky Community and Technical College System programs were approved, most of them certificate programs designed to meet the immediate needs of employers.

Kentucky Community and Technical College System

The Kentucky Community and Technical College System (KCTCS) made continued progress toward fulfilling its vision – to be the nation's best system of two-year colleges by 2020.

The KCTCS promoted student success by expanding postsecondary options and opportunities. Students responded by enrolling in KCTCS colleges in record numbers. To produce a better workforce for Kentucky, KCTCS continued to establish programs that result in certificates, diplomas and associate degrees. Four hundred forty-seven such programs have been put into place in four years. While all these new programs are occupational or technical in nature, KCTCS continues to focus on its traditional liberal-arts function. For example, the Global Studies Program promotes learning opportunities for KCTCS students at some of the finest institutions in Great Britain and other countries. KCTCS courses also are increasingly available on-line. More than 100 distance-learning courses are offered across all academic areas. This fall, KCTCS is offering two online associate degrees in partnership with the Kentucky Virtual University.

KCTCS continues to be a driving force for Kentucky's economic development through a broad range of initiatives, including the Kentucky WINS (Workforce Investment Network System) program that grants academic credit for appropriate workforce training courses. Another major effort to expand service to employers and students is the new comprehensive community and technical college that KCTCS is developing in northern Kentucky.

KCTCS has worked to foster cooperation with state agencies, collaboration with education partners and consolidation within the system. For example, the KCTCS partnership with the Cabinet for Families and Children has developed one of its most successful programs – Ready to Work. This program assists parents who are interested in attending community or technical colleges or who could benefit from short-term training programs. The KCTCS works with the Cabinet for Workforce Development and the Department for Adult Education and Literacy to educate adults who lack basic skills. It works on new economy and related initiatives with the Cabinet for Workforce Development, the Cabinet for Economic Development, and other agencies. KCTCS is also a major partner in the Kentucky Virtual University's nationally recognized success, providing 43 percent of the virtual university's enrollment. KCTCS colleges improved linkages with high schools and secondary technical schools by establishing dual credit opportunities and by teaching an information technology curriculum.

P-16 Council

The advisory P-16 Council (preschool through college) began in 1999, composed of members of the State Board of Education and the Council on Postsecondary Education. In order to better integrate all of Kentucky's education sectors, the P-16 Council later expanded to include representatives of the Education Professional Standards Board, the Governor's Office on Early Childhood Development, and the Workforce Development Cabinet. The P-16 Council supports efforts to improve teacher preparation and professional development, align colleges and high school curricula, and raise the

college-going rate. In 2001, it endorsed standards for college readiness in writing and math aimed at reducing the large proportion of first-year college students needing remedial classes. The standards were developed by teams of high school and postsecondary educators. These standards and recommendations for curricular changes have been forwarded to the Kentucky Board of Education and the Council on Postsecondary Education for discussion of next steps toward implementation.

In March 2001, the Council on Postsecondary Education approved allocating $100,000 for the formation of local P-16 councils. Requests for proposals were mailed throughout the state. Four local P-16 Councils have been funded so far: the Northern Kentucky Council of Partners in Education, the Owensboro Regional Alliance, and councils in the Paducah and Murray areas. The P-16 Council expects to fund a number of others.

The council includes in its 2002-04 budget recommendation a $300,000 P-16 Challenge Grant Program to reward regional partnerships that reduce high school dropouts and increase college enrollment and retention.

In September, the P-16 Council endorsed the creation of a single rigorous curriculum for all high school students. It directed the staffs of the Department of Education and the Council on Postsecondary Education to develop a single high school curriculum for consideration. This effort will be supported by Kentucky's selection as one of five states to participate in the American Diploma Project. Funded by four national organizations – Achieve, Inc., The Education Trust, the Thomas B. Fordham Foundation, and the National Alliance of Business – the project's goal is to create a model high school curriculum so the high school diploma could be used by colleges and employers in admissions and hiring decisions.

Teacher Education

The Council on Postsecondary Education is working with the postsecondary institutions, the Department of Education, and the Education Professional Standards Board to improve the quality of teacher education. In spring 2001, with council staff support, the chief academic officers of the public and independent institutions developed and endorsed a common "Teacher Education Agenda" that sets objectives to meet teacher shortages and improve teacher education and preparation programs. The chief academic officers appointed teams of administrators and faculty from across their campuses to meet these objectives, involving their entire institutions. In October, the council sponsored a statewide meeting of chief academic officers, deans, chairs, and faculty from public and independent colleges and universities. Institutional and collaborative teacher quality initiatives were discussed. In spring 2002, the teams will meet again to report on progress in program implementation.

In its 2002-04 budget recommendation, the council has requested $4 million for the creation of a new Teacher Quality Trust Fund.

GEAR UP

The council and the Kentucky Department of Education received a five-year federal grant aimed at preparing children from low-income families for postsecondary education. GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) Kentucky involves a comprehensive support network for students in 34 middle schools with high poverty rates. This network includes colleges and universities, community organizations, and businesses. Funded through a $10.5 million grant from the U.S. Department of Education matched by $10.5 million from state organizations, GEAR UP Kentucky stresses a rigorous curriculum in middle and high school and involves mentoring, after-school enrichment programs, teacher development programs, college visits and, in some cases, college scholarships.

Public Communications Campaign

In 2000, the General Assembly provided funds for a public communications campaign to promote the benefits of education. It builds on the momentum established by Governor Patton's "Education Pays" initiative by coordinating state activities meant to increase educational opportunity in Kentucky. This multi-year, statewide effort targets adults who need more education and adolescents at risk of dropping out of high school or not going to college. Broadcast and print media is used statewide to raise awareness of the many ways that "Education Pays." Added support is given to ten model communities to boost participation in education programs, as well as to students participating in GEAR UP Kentucky.

Phase 1 (May 31 - August 1) raised awareness of upcoming changes in the GED exam. Materials urged candidates to finish the current exam before January 1, 2002, or face starting over on a new set of tests. As part of Phase 1:

- 10,680 radio spots aired statewide with greater frequency in high population areas.
- 13,800 postcards were mailed to individuals who had passed part of the GED in the past two years but had not completed the exam.
- 5,000 posters were distributed to adult learning centers in 120 counties. Local adult education providers placed the posters in retail stores, fast food restaurants, local employment offices, and other locations frequented by the target audience.
- 170 adult educators attended rallies and news conferences in Lexington and Louisville. Media kits were distributed to the press and local adult education providers.

Phase 2 (October 5 - April 2002) promotes education to adults and teens and their parents.

- A statewide news conference was held October 5, 2001, at KET to announce the advertising campaign and the ten counties selected to participate in the model community initiative. Governor Patton and other key education officials attended.
- 73,698 radio, affiliate television, and cable spots will air statewide from November 2001 - April 2002.

- On November 15, around 5,000 children and their teachers from 33 middle schools across Kentucky attended the GEAR UP Expo, a college and career fair to promote early college awareness and planning.

Equal Opportunities

The Kentucky Plan 1997-2002 is the third stage of desegregation and equal opportunity planning that began in 1982. The plan requires tracking of African American students in undergraduate and graduate enrollments, retention of freshmen and all undergraduates, bachelor's degrees conferred, and employment of faculty and staff. Kentucky lags notably in graduating resident African Americans. The six-year graduation rate for African American students who first enrolled in 1993 was 26 percent vs. 44 percent for whites. Kentucky also lags in enrolling resident African Americans in graduate and professional programs.

In 2000, the council entered into a partnership with the Office for Civil Rights of the U.S. Department of Education to bring Kentucky into full compliance with Title VI of the 1964 Civil Rights Act and the standards established in the U.S. Supreme Court decision in U.S. v. Fordice. The Office for Civil Rights and the council's Committee on Equal Opportunities visited the eight publicly supported universities to monitor progress. Separately, the council concluded in a status report that all institutions are progressing, although some are moving more rapidly than others.

Under *The Kentucky Plan*, an institution's eligibility to submit proposals for new academic programs is tied to its progress toward achieving equal-opportunity objectives.

Key Indicators and "The Five Questions"

How will we know whether reform is achieving goals in the Postsecondary Education Improvement Act of 1997 (House Bill 1)? The council has posed five questions to gauge the success of reform:

1. Are more Kentuckians ready for postsecondary education?
2. Are more students enrolling?
3. Are more students advancing through the system?
4. Are we preparing Kentuckians for life and work?
5. Are Kentucky's communities and economy benefiting?

In February 2001, the council approved a series of key performance indicators around these questions. The indicators were developed in consultation with educators, government officials, business and civic leaders, and other advisers in Kentucky and the nation. Goals for individual institutions and for Kentucky's postsecondary system have been established for many of the indicators. Goals for all indicators will be set by spring 2002. The key indicators and statewide and institutional initiatives aimed at reaching to goals can be viewed on the council's Website: http://www.cpe.state.ky.us.

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